

Message Text

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R 300045Z JUL 76

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

INFO AMCONSUL CALI

AMCONSUL GUAYAQUIL

AMEMBASSY QUITO

AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

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E.O. 11652: N/A

TAGS: BEXP, BO, CI, CO, EC, PE, VE

SUBJECT: REVISIONS TO FY 1977 EVENT SCHEDULE

1. THE PASSING OF TIME AND CHANGING ECONOMIC CONDITIONS PLUS THE OPENING OF THE NEW TRADE CENTER IN BRAZIL IN JULY 1977 HAVE FORCED SEVERAL CHANGES IN THE FY 1977 EVENT SCHEDULE. THE MAJORITY OF THE CHANGES ARE DUE TO THE FACT THAT FOUR OF THE EVENTS INCLUDED BRAZIL AND ONE OR MORE ANCOM COUNTRY IN THE SCHEDULE. BRAZIL WILL NOT PARTICIPATE IN MOST MISSIONS/SEMINARS AS THE TIMING OR THE PRODUCT THEMES CONFLICT WITH THE OPENING OF THE

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CENTER OR WITH SCHEDULED EXHIBITIONS. EACH PREVIOUSLY

SCHEDULED EVENT WITH RECOMMENDATIONS FOR NEW SCHEDULES ARE LISTED BELOW.

2. TECHNICAL SALES SEMINAR (TSS): MARCH 1977 - TELECOM MUNICATIONS - COLOMBIA, BRAZIL. TSS CANCELLED DUE BRAZIL WITHDRAWAL AND OTHER PROGRAM CONFLICTS. TENTATIVELY RESCHEDULED FOR SEPTEMBER 1978 FOR COLOMBIA, ECUADOR, VENEZUELA. NOTE: FY 1978 EVENT SCHEDULE WILL BE SUBMITTED BY SEPARATE CABLE FOR ALL ADDRESSEE POSTS.

3. TRADE MISSION: APRIL 1977 ENERGY SYSTEMS - BRAZIL, COLOMBIA, ECUADOR. BRAZIL TENTATIVELY REMAINS IN THIS

TM. IN EVENT BRAZIL SHOULD CANCEL, RECOMMEND ADDING VENEZUELA. SINCE SOLO NOT TILL MARCH 1978, THIS WOULD PROVIDE PREEXHIBITION TESTING OF MARKET.

4. TRADE MISSION: MAY 1977 METALWORKING - COLOMBIA, ECUADOR, PERU. CANCEL. THE INDUSTRY REPRESENTATIVE FROM THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION (NMTB) WHO RECENTLY PARTICIPATED IN THE CATALOG SHOWS IN THESE SAME THREE COUNTRIES HAS AN OFFER FROM THE ANCOM SECRETARIATE TO STAGE AN INDUSTRY-ORGANIZED TECHNICAL SEMINAR IN LIMA IN THIS TIME FRAME. THE SECRETARIATE HAS STATED THAT THEY COULD DRAW UP TO 200 REPRESENTATIVES FROM THE SIX ANCOM MEMBERS. NMTB IS THEREFORE UNWILLING TO SUPPORT A SEPARATE TM AT THIS TIME. IN THE EVENT THAT THE SECRETARIATE DOES NOT HOLD THE SEMINAR, CONSIDERATION WILL BE GIVEN TO RESCHEDULING THIS EVENT AS AN IOGA OR SPECIALIZED TRADE MISSION.

5. TRADE MISSION: MAY 1977 PLASTICS PRODUCTION EQUIPMENT, BRAZIL, VENEZUELA. BRAZIL HAS CANCELLED. RECOMMEND ADDING COLOMBIA IF SITUATION IMPROVED FROM LAST TWO TO FOUR YEARS WHEN INDUSTRY WAS OVER SATURATED AND GOC DISCOURAGING IMPORTS. ALTERNATE CHOICE PERU WHICH LISTED PLASTICS INDUSTRY AS TARGET IN 1973.

6. TRADE MISSION: JULY 1977 MINING, BUILDING & CONSTRUCTION, BRAZIL, CHILE, PERU. BRAZIL CANCELLED. RECOMMEND UNCLASSIFIED

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ADDING BOLIVIA PER POST REQUEST. COLOMBIA NOT ADDED AS FY 1978, SCHEDULE CALLS FOR CONSTRUCTION/MATERIALS HANDLING MISSION IN NOVEMBER 1977.

7. TRADE MISSION: AUGUST 1977 PETROCHEMICALS, COLOMBIA, ECUADOR, VENEZUELA. IN VIEW U.S. SOLO PROCESS CONTROL INSTRUMENTATION SCHEDULED CARACAS APRIL 1977 AND PLAN TO HOLD PETROCHEMICAL SEMINAR DURING EXHIBITION, RE-

COMMEND DROPPING VENEZUELA. RECOMMEND ADDING PERU IN VIEW GOP PLANS DEVELOP THIS INDUSTRY. ALTERNATE COUNTRY BOLIVIA.

8. ACTION POSTS SHOULD REVIEW AVAILABILITY OF APPROPRIATE MARKET RESEARCH TO SUPPORT SCHEDULED EVENTS IN FY 1977. THE ADDITION OF NEW COUNTRIES IN THE SCHEDULE MAY ALSO REQUIRE THOSE POSTS TO PROVIDE APPROPRIATE, SHORT MARKET SURVEY TO SUPPORT THE EVENT. PLEASE INDICATE IN RESPONSE CABLE IF MARKET RESEARCH NOT REPEAT NOT AVAILABLE WHETHER POST CAN SUPPLY SHORT MARKET SURVEY AT LEAST SEVEN MONTHS IN ADVANCE OF SCHEDULED EVENT.

9. A SEPERATE CABLE DETAILING NEW SELL IN VENEZUELA MARKET PROMOTION CAMPAIGN WILL BE SENT ALL ARA POSTS. MEANWHILE, ANCOM MEMBERS ARE ADVISED OF FOLLOWING EXHIBITION SCHEDULE FOR VENEZUELA: SEPTEMBER 14-18, 1976 FOOD PROCESSING AND PACKAGING; APRIL 25-30, 1977 PROCESS CONTROL INSTRUMENTATION; AUGUST 1-6, 1977 METALWORKING; SEPTEMBER 26 - OCTOBER 1, 1977, TELECOMMUNICATIONS, RADIO AND TELEVISION. FY 1978 EXHIBITIONS ARE MARCH 1978 ENERGY SYSTEMS, JUNE 1978 PRINTING AND GRAPHIC ARTS, SEPTEMBER 1978 PLASTICS PRODUCTION EQUIPMENT. IF RESOURCES ALLOW, A NOVEMBER 1977 CONSUMER PRODUCTS/LEISURE WORLD EXHIBITION WILL BE ADDED. KISSINGER

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